

## Message Text

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ACTION EUR-25

INFO OCT-01 IO-14 ISO-00 DRC-01 RSC-01 AGR-20 /062 W

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R 041550Z MAR 74

FM AMCONSUL MILAN

TO AMEMBASSY SOFIA

INFO SECSTATE WASHDC 3519

USIA WASHDC

USDOC WASHDC

AMEMBASSY BERN

USMISSION GENEVA

AMEMBASSY ROME

AMEMBASSY VIENNA

AMCONSUL ZURICH

UNCLAS MILAN 0245

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: US PARTICIPATION PLOVDIV FAIR 1974

REF: SOFIA 0276 (NOTAL); BERN 0809 (NOTAL)

1. POST WISHES POINT OUT THAT TUESDAY, MARCH 19 IS ITALIAN NATIONAL HOLIDAY (FEAST OF ST. JOSEPH) WHICH IS ALMOST UNIVERSALLY OBSERVED. IN ADDITION, AS HOLIDAY FALLS ON TUESDAY, IT IS TO BE EXPECTED THAT MANY BUSINESSMEN WITH WHOM FISCHER WOULD WANT TO SPEAK WILL TAKE AN EXTENDED WEEKEND AND NOT BE IN THEIR OFFICES UNTIL WEDNESDAY MARCH 20.

2. WE ALSO URGE THAT FISCHER PLAN INCLUDE DAY RECRUITING TRIP TO VERONA AGRICULTURAL FAIR (MARCH 17-24) WHERE WITHIN USDA PAVILON, MILAN TRADE CENTER SPONSORING EXHIBITION OF FOLLOWING AGRICULTURAL MACHINERY COMPANIES NEW TO ITALIAN MARKET:  
AGRA-TRONIX, FAIRFIELD ENGINEERING COMPANY, KALGO ELECTRONICS CO., WYATT MANUFACTURING COMPANY, WYOMING DOMESTIC INTERNATIONAL SALES COMPANY AND FEARING MANUFACTURING CO.

3. AMONG USDA EXHIBITORS AT VERONA FAIR WILL BE AMERICAN

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BREEDERS SERVICE, ASGRO SEED CO. AND FERRY MORSE SEED CO.

OTHER USDA EXHIBITORS INCLUDE NATIONAL RENDERERS ASSOCIATION,  
HOLSTEIN-FRIESIAN CATTLE ASSOCIATION AND SOY BEAN COUNCIL.

4. IN ADDITION, WE SUSPECT THAT MARKETING MANAGERS OTHER AMERICAN  
COMPANIES HEAVILY PRESENT IN ITALIAN AGRICULTURAL MACHINERY MARKET  
(E.& NEW HOLLAND, INTERNATIONAL HARVESTER, ETC.) WILL BE  
PRESENT AT VERONA TO MAN THEIR COMPANIES' PRIVATE STANDS.

5. IN VIEW OF FOREGOING AND BERN'S 0809, WE SUGGEST FISCHER  
PLAN VISIT MILAN AND VERONA ON EITHER MARCH 20 AND 21 OR  
MARCH 21 AND 22. PLEASE ADVISE.

6. WE WILL NOT CONFIRM HOTEL RESERVATIONS OR MAKE APPOINTMENTS  
PENDING REVISION FISCHER'S TRAVEL PLANS.FINA

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